

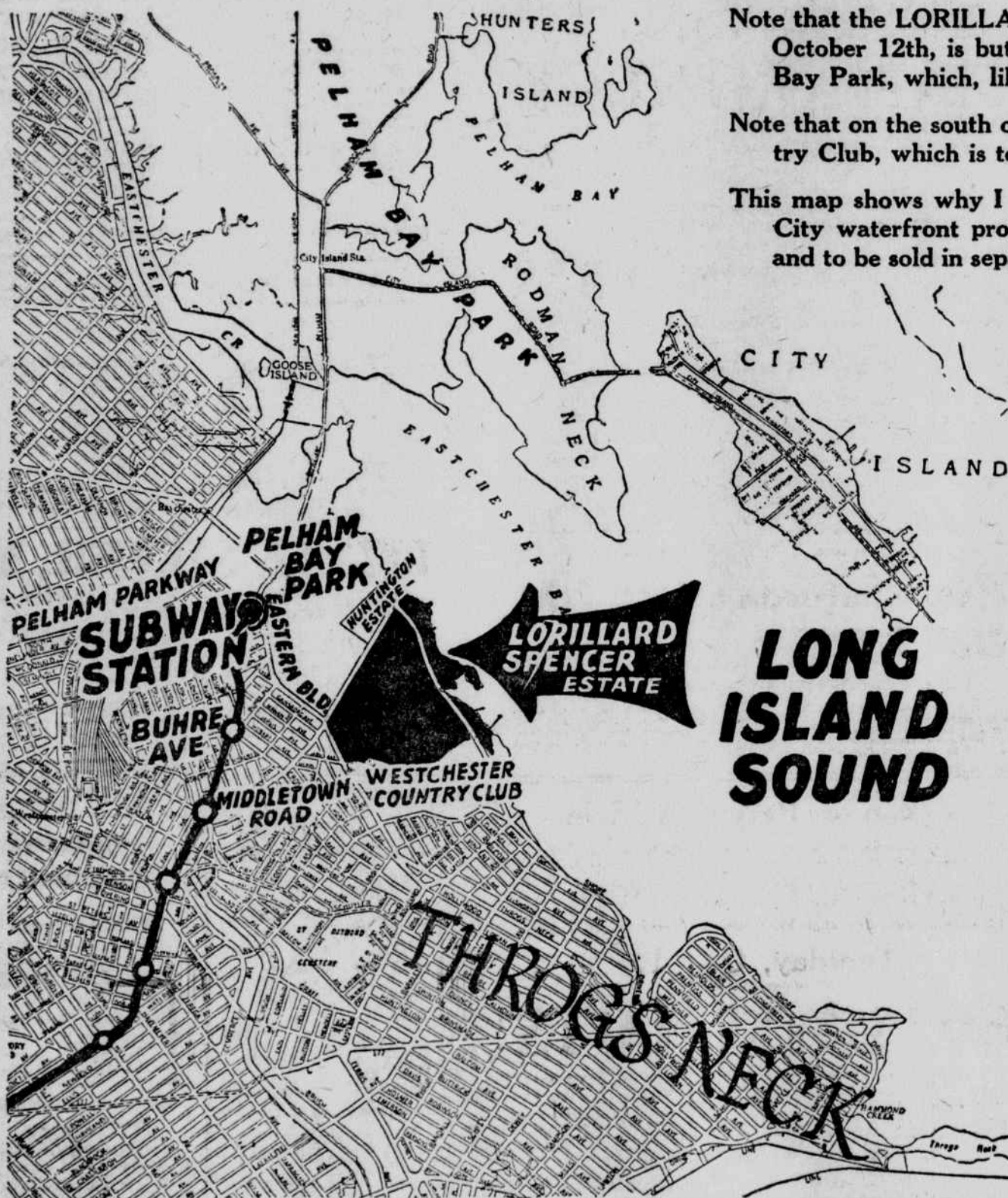
Joseph Day
Auctioneer Inc.

THE TRUTH has been my best selling talk ALWAYS

Here is a truthful copy of a part of New York City's Map

The arrow on the map points to where Lorillard Spencer selected his country seat 75 years ago

North of the LORILLARD SPENCER ESTATE note the vast tract of waterfront (20 miles) that New York City selected 40 years later for the greatest waterfront park in the world—PELHAM BAY PARK.



Note that the LORILLARD SPENCER ESTATE that I am to sell at ABSOLUTE AUCTION on Columbus Day, October 12th, is buttressed against nuisances, on the east by Long Island Sound, and on the north by Pelham Bay Park, which, like Long Island Sound, can never be cut up into building lots or factory sites.

Note that on the south of the LORILLARD SPENCER ESTATE is the millionaire colony, the Westchester Country Club, which is to be sold in highly restricted residential plots, and which contains many costly mansions.

This map shows why I am advertising the LORILLARD SPENCER ESTATE as a most exceptional New York City waterfront property—a millionaire's home seat now to be divided into building lots, 25 x 100 ft. each, and to be sold in separate lots without restrictions, other than the city zoning law.

So,—when buying LORILLARD SPENCER Lots at the Auction Sale you will be buying with all these millionaire surroundings; but you, on your LORILLARD SPENCER Lots, will be able to build wooden bungalows, houses or cottages, WITHOUT REGARD TO COST, the same as thousands of my lot buyers in the adjacent Throg's Neck section. Children and grown-ups may live in modest homes on the LORILLARD SPENCER ESTATE, and play all summer, or the year around, in Pelham Bay Park or on the SPENCER ESTATE waterfront, without being restricted to death.

Note that the Lexington Ave. subway station is almost at the entrance to the LORILLARD SPENCER Lots.

The City of New York has provided two splendid bathing beaches in Pelham Bay Park, as well as fine golf links, and numerous yacht and boat club locations on the shore front of Long Island Sound, the most famous yachting waters in America,—a literal paradise for sailors, motor boat men and canoeists. And—the MILLION DOLLAR RICE STADIUM and PLAYFIELD is directly opposite to the Unrestricted LORILLARD SPENCER Lots.

The permanent residential desirability of this Pelham Bay Park section, being fully appreciated by the Westchester Country Club, its property has just been divided into 350 carefully and highly restricted residential plots. This, with the handsome, costly mansions already erected there, will protect on the south the LORILLARD SPENCER unrestricted Lot Buyer, just as Long Island Sound and Pelham Bay Park protect him on the other sides against nuisances that are objectionable to home builders.

THE LORILLARD SPENCER ESTATE is being offered to the public at absolute auction in SEPARATE, 25 x 100 foot, LOTS, at whatever prices they may bring. The LORILLARD SPENCER ESTATE is to be sold WITHOUT BURDENSOME BUILDING RESTRICTIONS, so that the family of small means may build inexpensive houses, cottages and bungalows.

So, I repeat, I am telling the solemn truth when I advertise that the LORILLARD SPENCER-New York City waterfront Estate is a most exceptional property, blessed with a trinity of remarkable advantages:—

- (1) A 5-Cent Fare, by subway, to all parts of New York.
- (2) An extensive, unrestricted frontage on Long Island Sound.
- (3) Lengthy, unrestricted frontages facing Pelham Bay Park, and on the Eastern Boulevard.

Go To-Day, with your family, to the LORILLARD SPENCER ESTATE and Pelham Bay Park and investigate this wonderful opportunity to buy a lot—a home site—in this rapidly growing neighborhood where, with these wonderful advantages, you can build any type house that your means permit, and, if you begin to build before April 1, 1923, you will gain all the advantages of the tax exemption law. Be sure to walk through the LORILLARD SPENCER ESTATE and inspect the beautiful, 25 x 100 foot, Long Island Sound waterfront lots, and the wonderful, 25 x 100 foot, lots adjoining the waterfront lots.

Take the Lexington Ave. subway (Pelham Bay Park Branch) to the Pelham Bay Park station. Tear out this map and take it with you. Study for yourself all the exceptional advantages I have told you of, and see with your own eyes that they are exactly as stated.

Can't you see the money-making possibilities in buying some LORILLARD SPENCER Lots at your own price?

Absolute Auction, Columbus Day, Thursday, Oct. 12th

On the Premises, Rain or Shine, at 2 P. M. and 8 P. M.

and daily thereafter, including Saturday, Oct. 14th

1200 Pelham Bay Park, 25x100 ft., New York City LOTS

75% on mortgage
at 5%
or 70% at 4½%

To be Sold for the
Estate of Lorillard Spencer
and for the Benefit of
THE NEW YORK PUBLIC LIBRARY

50% on **3½%**
mortgage at
or 60% at 4%

Title Policies FREE
Lawyers Title & Trust Co.

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